## IN THE CLAIMS:

Please amend claims 1, 3-5, 7, and 9, and add new claims 10-15 as follows:

1. (Currently Amended) A method for arranging a plurality of orders for printed articles each of which contains one or more printed articles, in order to reduce wasted space when printing the orders in multiple columns, the method comprising the steps of:

obtaining a plurality of orders, each of the orders containing for at least one printed article;

sorting the orders according to the number of printed articles in each order to produce a sorted arrangement of the orders; and

for each successive order in the sorted arrangement of orders, placing the order in a column which currently has a lowest number of total printed articles.

- 2. (Original) The method of claim 1 further comprising the step of:
  placing the first K orders in the sorted arrangement of orders in columns 1 to K where K is the total number of columns.
- 3. (Currently Amended) The method of claim 1 further comprising the steps of: determining the number of printed articles in a Ith group in an Mth column; determining the number of printed articles in the Mth column; determining the number of printed articles in a Jth group in a Nth column; determining a number of printed articles in the Nth column; and exchanging the Ith and Jth groups between the Mth and Nth columns if the following boolean expression is true:

(L(M)>L(N) AND L(I,M)>L(J,N) AND L(M)-L(N)>L(I,M)-L(J,N)) OR(L(M)<L(N) AND L(I,M)<L(J,N) AND L(N)-L(M)>L(J,N)-L(I,M))

where L(M) is the number of printed articles in the Mth column,

L(N) is the number of printed articles in the Nth column,

L(I,M) is the number of printed articles in the Ith order of the Mth column, and

L(J,N) is the number of printed articles in the Jth order of the Nth column is true.

4. (Currently Amended) A method for rearranging a data structure representing a multi column arrangement of a plurality of groups of printed matter articles, the method comprising the steps of:

determining the number of printed articles in a Ith group in a Mth column; determining the number of printed articles in the Mth column; determining the number of printed articles in a Jth group in a Nth column; determining a number of printed articles in the Nth column; and exchanging the Ith and Jth groups between the Mth and Nth columns if the following boolean expression is true:

(L(M)>L(N) AND L(I,M)>L(J,N) AND L(M)-L(N)>L(I,M)-L(J,N)) OR
(L(M)<L(N) AND L(I,M)<L(J,N) AND L(N)-L(M)>L(J,N)-L(I,M)),
where L(M) is the number of printed articles in the Mth column,
L(N) is the number of printed articles in the Ith order of the Mth column, and
L(J,N) is the number of printed articles in the Jth order of the Nth column is true.

- 5. (Currently Amended) The method of claim 4 further comprising the step of: iteratively selecting different combinations of values of M and N.
- 6. (Original) The method of claim 4 further comprising the step of: iteratively selecting different combinations of values of I and J.
- 7. (Currently Amended) A computer readable medium containing programming instructions for rearranging a data structure representing a multi column arrangement of a plurality of groups of printed matter articles, including programming instructions for:

determining the number of printed articles in a Ith group in a Mth column; determining the number of printed articles in the Mth column; determining the number of printed articles in a Jth group in a Nth column; determining a number of printed articles in the Nth column; and

exchanging the Ith and Jth groups between the Mth and Nth columns if the following boolean expression is true:

(L(M)>L(N) AND L(I,M)>L(J,N) AND L(M)-L(N)>L(I,M)-L(J,N)) OR
(L(M)<L(N) AND L(I,M)<L(J,N) AND L(N)-L(M)>L(J,N)-L(I,M)),
where L(M) is the number of printed articles in the Mth column,
L(N) is the number of printed articles in the Ith order of the Mth column, and
L(J,N) is the number of printed articles in the Jth order of the Nth column is true.

8. (Original) A computer readable medium containing programming instructions for rearranging a data structure representing a multi column arrangement of a plurality of groups of printed matter the computer readable medium including programming instructions for:

determining the number of printed articles in a Ith group in a Mth column; determining the number of printed articles in the Mth column; determining the number of printed articles in a Jth group in a Nth column; determining a number of printed articles in the Nth column; and exchanging the Ith and Jth groups between the Mth and Nth columns if a boolean expression:

(L(M)>L(N) AND L(I,M)>L(J,N) AND L(M)-L(N)>L(I,M)-L(J,N)) OR (L(M)<L(N) AND L(I,M)<L(J,N) AND L(N)-L(M)>L(J,N)-L(I,M)) where L(M) is the number of printed articles in the Mth column, L(N) is the number of printed articles in the Nth column, L(I,M) is the number of printed articles in the Ith order of the Mth column, and L(J,N) is the number of printed articles in the Jth order of the Nth column is true.

9. (Currently Amended) A system for producing custom printed articles, the system comprising:

a high speed printer; and

a server electrically coupled to the high speed printer, the server including: a processor programmed to:

determine a number of printed articles in a Ith group in a Mth column; determine a number of printed articles in the Mth column; determine a number of printed articles in a Jth group in a Nth column; determine a number of printed articles in the Nth column; and exchange the Ith and Jth groups between the Mth and Nth columns if a the following boolean expression is true:

(L(M)>L(N) AND L(I,M)>L(J,N) AND L(M)-L(N)>L(I,M)-L(J,N)) OR (L(M)<L(N) AND L(I,M)<L(J,N) AND L(N)-L(M)>L(J,N)-L(I,M), where L(M) is the number of printed articles in the Mth column, L(N) is the number of printed articles in the Nth column, L(I,M) is the number of printed articles in the Ith order of the Mth column,

L(J,N) is the number of printed articles in the Jth order of the Nth column is true.

10. (New) The method of claim 4 further comprising the steps of:

and

obtaining the plurality of groups of printed articles, each of the groups containing at least one printed article;

sorting the groups according to the number of printed articles in each group to produce a sorted arrangement of the groups; and

for each successive group in the sorted arrangement of groups, placing the group in a column which currently has a lowest number of total printed articles.

11. (New) The method of claim 10 further comprising the step of:

placing the first K groups in the sorted arrangement of groups in columns 1 to K where K is the total number of columns.

12. (New) The computer readable medium of claim 7 further including programming instructions for:

obtaining the plurality of groups of printed articles, each of the groups containing at least one printed article;

sorting the groups according to the number of printed articles in each group to produce a sorted arrangement of the groups; and

for each successive group in the sorted arrangement of groups, placing the group in a column which currently has a lowest number of total printed articles.

13. (New) The computer readable medium of claim 12 further including programming instructions for:

placing the first K groups in the sorted arrangement of groups in columns 1 to K where K is the total number of columns.

14. (New) The system of claim 9 wherein the processor is further programmed to:
obtain the plurality of groups of printed articles, each of the groups containing at least one printed article;

sort the groups according to the number of printed articles in each group to produce a sorted arrangement of the groups; and

for each successive group in the sorted arrangement of groups, place the group in a column which currently has a lowest number of total printed articles.

15. (New) The system of claim 14 wherein the processor is further programmed to:

place the first K groups in the sorted arrangement of groups in columns 1 to K where K is
the total number of columns.